

BLOGGING **TUTORIAL**



One Of The Easiest & Hardest Projects



- Every blog needs a niche around which to build content
- Weight loss, making money, businesses are not niches
- They are billion-dollar industries so the blog topic must be narrow
- Option 1 is to create WordPress blog and sell it on Flippa
- Option 2 is to create content

Blog As A Business



- You have to write and do SEO and social media marketing
- You can't completely outsource it - you'll never make that money back
- So it has to be something you can write interesting expert content on
- Revenue: Ads, affiliate, selling your own book/course, membership site
- But traffic & engagement is first

How Much Can You Earn?



- Year 1 - hundreds of dollars
- Year 2 - more hundreds of dollars
- Year 3 - thousands of dollars
- Year 4 - 5-figures a month
- Long-term a bigger business